

On a Wednesday afternoon in October 2004, the Dholakia brothers from Hari Krishna Group, Surat approached SAMSIKA® to launch a diamond jewellery brand in the Indian market. SAMSIKA® launched Kisna VVS Real Diamond Jewellery on 24<sup>th</sup> July, 2005 and devised the following strategy over the next seven years.



**Brand Naamkaran® and Positioning**  
 SAMSIKA® recommended the brand name 'Kisna' with the Brand Positioning Statement 'Jagao Vishwas Pyar Ka, Pao Vishwas Parivar Ka'.

**Pricing Strategy**  
 SAMSIKA® recommended using a premium pricing strategy for Kisna VVS Real Diamond Jewellery. Over the last 4 years the price has been increased by 130% and the brand has been sold at MRP.

**MRP**



**Product Portfolio Strategy**  
 SAMSIKA® recommended a narrow product portfolio with wide distribution. SAMSIKA® recommended focusing on the premium VVS Real Diamond category, with certification.

**Communication Strategy**  
 SAMSIKA® devised the entire communication plan from the creative brief and selection of communication partners to the execution of an impactful, cost-effective media campaign. This ensured high visibility, coupled with relevant awareness for the brand Kisna on television, in print and in other media.



**2382%**

**Sales Systems**  
 36 SAMSIKA® Sales Systems were put in place for monitoring and increasing the pace of sales. As a result, Kisna has achieved 2382% sales growth over the last five years.

**Marketing Department and Sales Force Structure**

SAMSIKA® has selected each and every salesperson in the team and the sales team strength has grown from 0 in 2005-2006 to 194 in 2010-2011.



**190+**



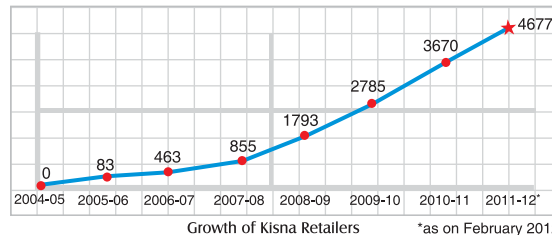
**Sales Force Training**  
 SAMSIKA® introduced and implemented the SAMSIKA® Sales Force Training module to provide regular service to the market thereby improving the frequency and volume of sales. Kisna now has a highly dedicated and motivated sales team which conducts crores of rupees of sales across India every month.

**Distribution Strategy**  
 SAMSIKA® devised a distribution strategy through which Kisna has been able to increase its distributors from 0 in 2004-2005 to 389 in 2010-2011. Further, the strategy has helped increase Kisna's retailers from 0 in 2004-2005 to 4677 in February, 2012.

**4677**

To be successful Mr. Jagdeep Kapoor insists on working with 100% dedication. SAMSIKA®'s systems have worked wonders for the Kisna brand which continues to grow. I do not have to convince anyone to take up SAMSIKA®'s services because with the accurate and systematic implementation of SAMSIKA®'s strategies and systems, Kisna has achieved healthy growth in trials, repeats, sales and market share.

Mr. Ghanshyam Dholakia  
 Director, H. K. Jewels Pvt. Ltd.



**SAMSIKA® to Sales Ratio**

**For every ₹ 1 spent at SAMSIKA®, Kisna has earned ₹ 116**



For a list of other great brands built by SAMSIKA® turn the page →

The SAMSIKA® logo and positioning and samsika.com are registered trademarks of Samsika Marketing Consultants (P) Ltd. © 2011 Samsika Marketing Consultants. The above logos and trademarks are the property of their respective owners.

*To market, to market, to build a big Brand?*



*Hold our hand.*



**INDIA'S PREMIER BRANDING AND MARKETING CONSULTANCY**  
*Estd. 1995*

**STRATEGIES AND TACTICS OFFERED**

| Brand Naamkaran | Segmentation | Brand Positioning |  
Product Portfolio | Pricing | Marketing Department & Sales Force Structure | Distribution  
| Sales Systems | Marketing Plan | Sales Force Training  
| Communication | Promotion | Franchising | Brand Building | Customer Service

To schedule an appointment with us call +91-22-2847 7700, +91-22-2847 7701  
+91-22-2847 0214, +91-22-2847 0215, Fax: +91-22-2847 7699  
Email : enquiry@samsika.com | www.samsika.com